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News Letter

American Management Association

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No. 68

February 25, 1930

Industrial Sales Training

A round table conference of the Sales Training Group of the American Management Association will be held at the Blackstone Hotel, Friday, March 7, 1930, following the Industrial Marketing Conference.

This round table will be devoted entirely to the subject of training and developing industrial and engineering salesmen as distinguished from the salesmen of consumer products.

The leaders of discussion will probably represent, among others, companies manufacturing electrical equipment, commercial cars, fuel and oil as well as other factory equipment and supplies.

The Chairman of the group is Vincent B. Coffin, Director of Education, The Penn Mutual Life Insurance Company, Philadelphia, Pa. Mr. Coffin will welcome any suggestions regarding the round table program.

Consumer Marketing Conference

The Consumer Marketing Conference for 1930 will be held at Pittsburgh in September or October rather than in April as was previously announced.

Production Conference

The Production Division will hold its 1930 meeting at Cleveland about June 12 and 13 and the meeting will be devoted to the subject of The Control of Manufacturing Overhead.

Spring Convention

The Spring Convention of the Association will be held at the Hotel Astor, New York, N. Y., May 13, 14 and 15, 1930.

The Annual Business Meeting will be held the afternoon of Tuesday, May 13.

The program will be devoted to the following subjects:

1. A half day session devoted to a consideration of Business Research Activities of the Western Electric Company
2. A half day session on Management Organization Theory and Practice
3. A half day session on Public Relations
4. A half day session on Mergers and Consolidations
5. A one day session on Incentives for Executives

There will also be a dinner on Wednesday evening, May 14, announcements of which will appear in the near future.

Financial Conference

The Financial Division will have its next conference in Philadelphia about the third week in April. The program will be devoted almost entirely to the subject, Insurance With Security, with major attention to the question of fire insurance, use and occupancy insurance, possibly liability insurance and to general principles of insurance.

The Association has just published a pamphlet entitled, Insurance With Security, which outlines problems of insurance coverage especially from the point of view of the buyer. Copies of this paper will be mailed to any member of the American Management Association wishing to have it. The paper is a very practical check list of insurable risks in which a great majority of companies are interested.

New Members

The following have joined or enlarged their memberships in the Association since January 25, 1930.

Company

Class D

Wood Brothers Thresher Co.
Celluloid Corporation
Illinois Bell Telephone Company
The National Screw & Manufacturing Co.

Limited

The Cleveland Wrought Products Co.
Horn & Hardart Baking Co.
The Leece-Neville Co.
The Oster Manufacturing Company
Peerless Motor Car Corporation
William Ganson Rose
United States Testing Co., Inc.
The Windsor Mills, Inc.

From Other Countries

Hamilton Gear & Machine Co., Ltd.—Canada
Union Insurance Company, Ltd.—Czechoslovakia

Individual

Thirty-four individual members have joined the Association since January 25, 1930.

Third Annual European Tour

During the summer of 1930, Professor N. C. Miller, Director of the University Extension Division of Rutgers University, will for the third consecutive season conduct a European tour for the purpose of investigating European industrial methods and economic and political facts of industrial importance. This is an interesting opportunity for students in engineering, economics and political science, and executives in the field of industry and commerce.

Reprints Available

Marketing

Studying Consumers' Buying Habits, by RAYMOND A. KLINE, Vice President and General Manager, Davison-Paxon Company, Atlanta, Ga.

Utilizing Salesmen's Time More Efficiently, by C. E. SHAW, Manager of Sales Research, Dennison Manufacturing Company, Framingham, Mass.

Organizing for Style and Design, by PAUL BONNER, Vice President, Stehli Silks Corporation, New York, N. Y.

New Ideas in Merchandising Lumber, by JOHN F. CARTER, Merchandising Counselor, Southern Pine Association, New Orleans, La.

Market Analysis and Forecasting, by HUGH A. MURRILL, JR., *Business and Finance Journal*.

Value of Style and Design, by B. MIFFLIN HOOD, President, *Business and Finance Journal*.

Facts That Build Sales, by H. M. MERRILL, *Survey of Business Progress*.

Selecting the Right Type of Sales Department, Sales Research Department, *Survey of Business Progress*.

The Cash Value of Art, by COTTON DANA. Reprinted from *Survey of Business Progress*, 1, 1928.

Industrial Relations

Unemployment—The Problem of Sign of Decay, by SAM A. L. CHICAGO, December 27, 1928. *American Labor Legislation Review*.

Report of Industrial Development in the Commonwealth of Australia, method employed in and the associated with the manufacture of the United States. Printed by the Government of the Commonwealth, December 9, 1927.

What Railroad Managers Can Secure Co-operation From, by DR. HENRY CLAYTON METCALF, of Personnel Administration, from the *Railway Age* of November 13, 1924.

A Practical Phase of Unemployment, by REINHARD A. HOHAUS, Metropolitan Life Insurance Company.

Vacation Plan for Factory Workers, by F. C. Moline, Illinois.

Personnel

A Manual for Use by Employees, Department of the New York Stock Exchange, adopted by the Committee of the New York Stock Exchange, 1928.

Book of Information for Employees, New York Stock Exchange and Exchange Building Company, 1928.

Telephone Courtesy, A book for those who have contact with the telephone. New Orleans Public.

The Accident-Prone Employee, Electric Railway Operation, Cleveland Railway Company, of Policyholders Service Bureau Insurance Company.

and Furniture Style Trends,
LL, JR., Editor, *Southern Fur-*

d Design in Selling Ceramics,
D, President, B. Mifflin Hood

Sales, Report V, *The Ham-*
business Practice.

nt Type of Salesman. Agency
research Division, Phoenix Mu-
Company, 1927.

of Art in Industry, by JOHN
rinted from *Forbes* for August

trial Relations

The Price of Progress or the
AM A. LEWISOHN. Address at
7, 1928. Reprinted from *Amer-*
n Review.

rial Delegation appointed by
Australia to investigate the
a and the working conditions
manufacturing industries of
Printed and published for the
Commonwealth of Australia,

Managements Should Do to
a From Their Employees, by
N METCALF, Director, Bureau
stration, New York. Reprinted
e of November 29, December 6
24.

of Unemployment Insurance,
HAUS, Assistant Actuary, Met-
nance Company.

r Factory Employees. Deere
, Illinois, November 1, 1928.

Personnel

e by Employees of the Floor
New York Stock Exchange.
mittee of Arrangements of the
change, July 3, 1928.

on for Employees of the New
ge and the New York Stock
Company. Adopted June 1,

esy. A Manual for employees
h company customers over the
eans Public Service, Inc.

one Employee. A Study of
operation undertaken by The
Company with the co-operation
vice Bureau, Metropolitan Life

Extra Copies of Publications Available to Members Only

on

General Management

- ☐ Functions of Boards of Directors, Board Committees and Officers\$1.00
By JAMES O. MCKINSEY, James O. McKinsey Com-
pany. (No. 82)
- ☐ Trends in Personnel Health Service 1.50
By W. H. LANGE, Industrial Relations Counselors, Inc.
(No. 85)
- ☐ Financial Aspects of Industrial Pensions 1.00
By BRYCE STEWART, Industrial Relations Counselors,
Inc. (No. 87)
- ☐ Special Retirement Adjustments75
By GEORGE W. VARY, Superintendent of Relief Depart-
ment, Bethlehem Steel Company. (No. 89)
- ☐ Different Incentives for Different Classes of Exe-
cutives75
By HOWARD COONLEY, President, Walworth Company.

Office Management

- ☐ Measuring Office Output. Progress Report of the
Committee, including set of forms75
By JOHN MITCHELL, General Electric Company.
(No. 29)
- ☐ Office Working Conditions and Extra Compensation
Plans75
By H. J. TAYLOR, Assistant to President, Personnel,
Jewel Tea Co., Inc. (No. 30)
- ☐ Training Office Supervisors in Carrying Out the
Company's Personnel Program75
By H. H. TUKEY, General Supervisor of Education
and Training, Western Electric Company, Inc.
(No. 31)
- ☐ Measuring Office Output 1.00
(Report giving experiences of firms)
By JOHN MITCHELL, General Electric Company.
(No. 35)

Production

- ☐ Extra Financial Incentives for Supervisors and In-
direct Labor 1.25
By W. F. COLEMAN, KENNETH B. ANDERSON, MOSS
A. KENT, T. G. GRAHAM. (No. 64.)
- ☐ Waste Elimination Incentives75
By FRANCIS T. MACK, Production Manager, Mohawk
Carpet Mills, Inc. (No. 65)
- ☐ Attendance Incentives75
By J. B. LECLEERE, Production Manager, F. J. Kress
Box Company. (No. 66)
- ☐ Quality Incentives75
By EARL BECK, Director, Efficiency Division, Eli Lilly
and Company. (No. 67)

Marketing

- ☐ The Consumer of Today and Tomorrow 1.50
By GEORGE R. CAIN, OSWALD W. KNAUTH, J. W. HAYES, C. F. BROWN, and FRED E. CLARK.
(No. 64)
- ☐ The Retailer of Today and Tomorrow 1.50
By GUY C. SMITH, GORDON C. CORBALEY, GODFREY M. LEBHAR, H. R. DRACKETT, H. A. RICHMOND and JAMES H. GREENE. (No. 65)
- ☐ The Manufacturer's Relation to the Consumer, Retailer and Wholesaler of Today and Tomorrow.... 1.50
By MARQUIS REGAN, C. H. WALKER, W. E. SMITH, J. R. BLOCHER, GEORGE H. WILLIAMSON and J. L. PALMER. (No. 66)
- ☐ The Wholesaler of Today and Tomorrow..... 1.50
By GORTON JAMES, H. J. TAYLOR, MARTIN J. WOLF and J. FRANK GRIMES. (No. 67)

Financial Management

- ☐ Departmentalizing Management Organization Structure75
By H. A. FOUNTAIN, Treasurer, The Ohio Public Service Co. (No. 28)
- ☐ Technique of Costing Marketing Activities 1.00
By J. P. JORDAN, Partner, Stevenson, Harrison & Jordan. (No. 29)

The Association prints a small supply of extra copies of publications in order to meet the needs of members who wish extra copies for distribution within the company.

From the list prices

Individual members may deduct 20%
Company members may deduct 50%
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for quantities 26-100, 101-250, etc.

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AMERICAN MANAGEMENT ASSOCIATION

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New York, N. Y.

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